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1944
OREGON
GROWN
Roses

NURSERY AND GARDENS • COLUMBIA RIVER HIGHWAY (SANDY BOULEVARD) • THREE MILES EAST OF CITY LIMITS

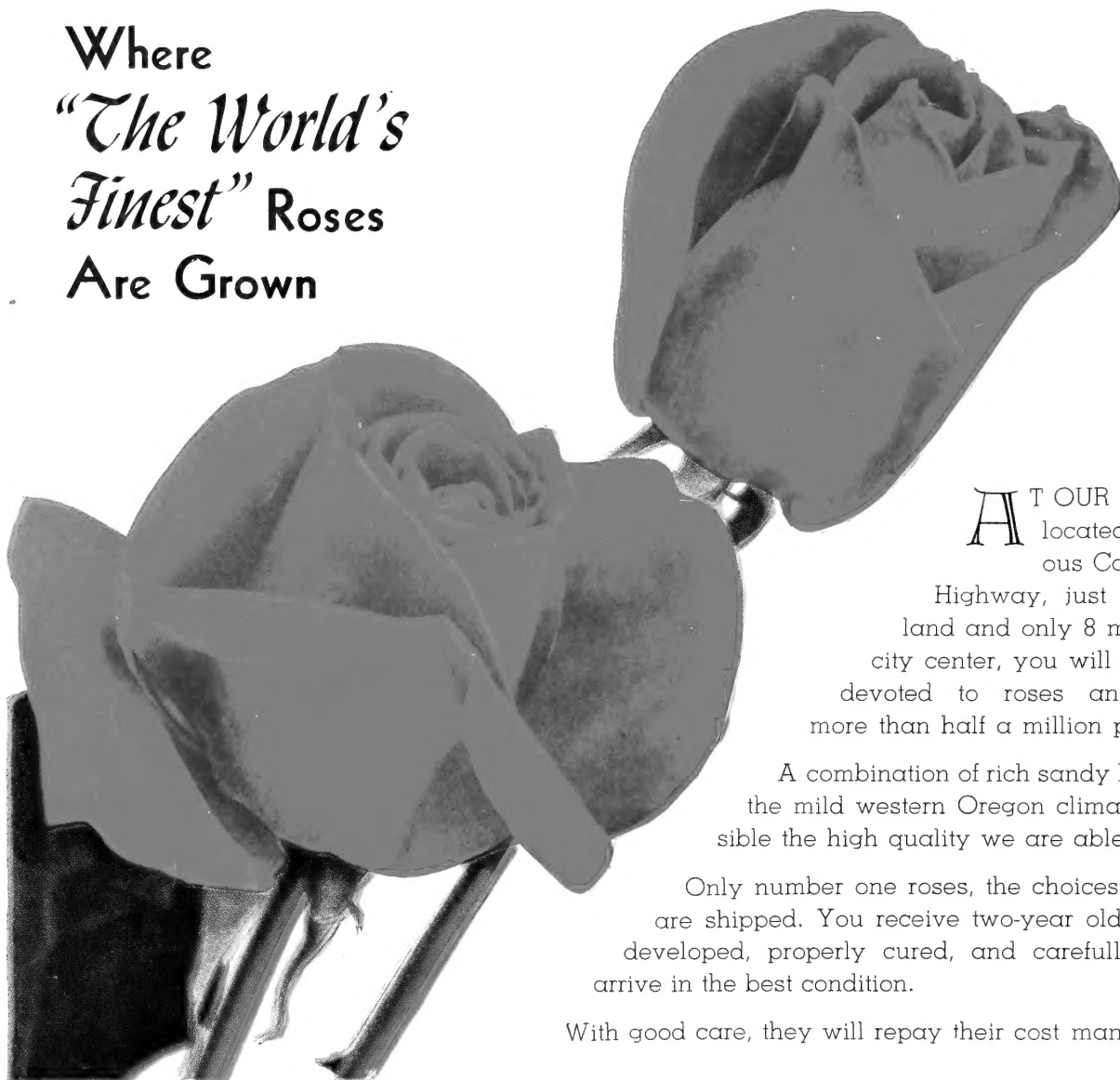


GRANDE DUCHESSE CHARLOTTE

n. VanHerslingen
GROWER OF THE WORLD'S FINEST ROSES

PHONE East 9548
3870 N. E. GLISAN ST., PORTLAND 13, OREGON

Where
"The World's
Finest" Roses
Are Grown



ROME GLORY (Plant Patent No. 304)
\$1.50 Each; 3 for \$3.75

AT OUR ROSE FARM, located on the famous Columbia River Highway, just east of Portland and only 8 miles from the city center, you will find 50 acres devoted to roses and producing more than half a million plants.

A combination of rich sandy loam soil and the mild western Oregon climate make possible the high quality we are able to give you.

Only number one roses, the choicest of our crop, are shipped. You receive two-year old plants, fully developed, properly cured, and carefully packed to arrive in the best condition.

With good care, they will repay their cost many times over.



Patented

ROSE VARIETIES

-- Novelties

FINEST QUALITY

Two-year No. 1 Grade.

Postpaid Prices.

ADORATION—Plant Pat. No. 453. A newcomer from France with brilliant salmon-pink flowers lightening with a splash of orange at the base of the petals. The bud is long pointed and opens gradually to a high-centered flower. Strong upright grower, with copery green foliage. **\$1.50 each, 3 for \$3.75.**

ALEZANE—Plant Pat. No. 116. Bud urn-shaped, reddish-brown; flowers cupped, opening to sorrel, unfurling to rich apricot; reverse of petals sorrel, striped with yellow veins. **\$1.00 each, 3 for \$2.50.**

APRICOT QUEEN—Plant Pat. No. 464. A lovely combination of orange and apricot at the base of the petals, merging to salmon-rose. Long pointed buds, with regular well placed petal arrangement in the open flower. Handsome leathery foliage. **\$1.25 each, 3 for \$3.15.**

CALIFORNIA—Plant Pat. No. 449. The color is a glorious shade of ruddy orange toned with saffron yellow, with the exterior of the broad petals overlaid with Saturn rose—a dual tone effect of indescribable richness and beauty. Flowers of enormous size. **\$1.50 each, 3 for \$3.75.**

CONTRAST—A superb shade of orange-rose, with reverse of petals a milk-white with basal bronze shading. Flowers full petaled, fairly fragrant, free flowering. **\$1.00 each, 3 for \$2.50.**



ECLIPSE—\$1.25 Each
(Plant Patent No. 172)

FRED EDMUNDS—\$2.00 Each

CHARLOTTE ARMSTRONG—(Pat. No. 455). A rose of most unusual color, blood-red in the bud, opening to cerise in hot weather and to spectrum-red in cool weather. Beautifully shaped buds and double high centered blooms. Foliage leathery, deep green, and highly resistant to mildew. An AARS winner. **\$1.25 each, 3 for \$3.15.**

COUNTESS VANDAL—Plant Pat. No. 38. This beautiful rose has proven itself one of the finest ever created. Long buds of coppery bronze, suffused with soft gold. A prize winner. **\$1.00 each, 3 for \$2.50.**

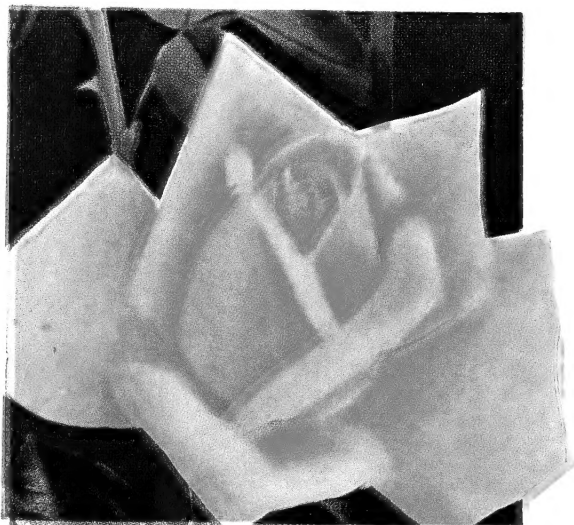
CRIMSON GLORY—Plant Pat. No. 105. A beautifully modeled rose of deep crimson. It is a vigorous grower, producing an abundance of superb blooms with a dark velvety sheen, which are immense in the fall. Intensely fragrant. **\$1.25 each, 3 for \$3.15.**

DICKSON'S RED—Plant Pat. No. 376. A glowing scarlet-red rose from the Emerald Isle. Blooms are produced singly on long, strong stems; a favorite red for cutting. **\$1.25 each, 3 for \$3.15.**

ECLIPSE—Plant Pat. No. 172. Long streamlined bud, enhanced by ornamental sepals, is of rich gold. Petals are large and tough, but not numerous, averaging 20 to 25, with more in the cutumn. **\$1.25 each, 3 for \$3.15.**



MME. HENRI GUILLOT—\$1.25 Each
(Plant Patent No. 337, Conard-Pyle Co.)



NARZISSE—\$1.50 Each



CRIMSON GLORY—\$1.25 Each
(Plant Patent No. 105)

ETERNAL YOUTH—Plant Pat. No. 332. Perfectly formed long-pointed buds of soft pink, with yellow at the base of each petal. The full open flowers show graceful deep yellow stamens. **\$1.25 each, 3 for \$3.15.**

FRED EDMUNDS—P.R.R. winner of 1944 All-America Regional Award. This rose is sensational. The beautiful long-shaped buds of burnt orange open to glorious blooms of vivid, glowing, coppery orange color which slowly changes to soft apricot, and the velvety-textured petals assume an artistic, crinkled form that is very pleasing. The plants are vigorous, and are furnished with glistening, olive-green foliage. Rich fruity fragrance. **\$2.00 each.** (Our supply is very limited for this season, but will have a large supply of plants for Fall 1944.)

GLOAMING—Plant Pat. No. 137. Large fawn-orange buds carried on long rigid stems, opening to full large blooms of peculiar pink overlaid with salmon. Handsome foliage. **\$1.25 each, 3 for \$3.15.**

GOOD NEWS—Plant Pat. No. 426. Here is a rose that produces quantities of glorious, full-petaled, fragrant blooms of choice color and form. The heart of the bloom as it opens is peach-pink and finishes silvery-pink. A really superb rose. **\$1.50 each, 3 for \$3.75.**

GRAND DUCHESSE CHARLOTTE—(Prop. rights reserved.) This rose provides a new shade of red such as may be seen on old tapestry, a color not known in any other Rose. The beautiful long streamlined buds are a rich claret color and open to firm-petaled blooms which do not fade but gradually change to begonia-rose. (See illustration on cover). AARS winner. **\$1.50 each, 3 for \$3.75.**

HEART'S DESIRE—Patent rights reserved. Exquisite, small slender buds of deep red open to a loose semi-double flower of deep velvety red which does not fade, and has a true rich old-time rose fragrance. **\$1.50 each, 3 for \$3.75.**

HECTOR DEANE—Plant Pat. No. 361. A radiant newcomer from Ireland. So fragrant is this rose that a single plant scents the whole garden with true old rose scent. The bud is crimson with a suggestion of orange in the depths, the orange diffusing as it opens, leaving at the heart only a clear circle of yellow. **\$1.25 each, 3 for \$3.15.**

LADY MANDEVILLE—Plant Pat. No. 461. Large full fragrant flowers of warm rich yellow, deeply touched with amber. Plants upright, vigorous, disease-resistant. **\$1.50 each, 3 for \$3.75.**

MARY HART—Plant Pat. No. 8. A striking red sport of Talisman. The bud is maroon-red, opening to well-formed flowers of deep velvety blood-red with an overflow of amber. Will not wilt or dry out when cut but opens perfectly. **85c each, 3 for \$2.15.**



CALIFORNIA—\$1.50 Each
(Plant Patent No. 449. See Page 3)

MARY MARGARET McBRIDE—Plant Pat. No. 537. This lovely flower is the most alluring, shining, rose-pink variety in recent years. The long firm buds have a yellow base, and open slowly to large 45-petal blooms with a luscious, glowing rose-pink color. **\$1.50 each, 3 for \$3.75.**

MATADOR—Plant Pat. No. 170. Large, full, well-formed rose of scarlet-crimson with darker silky sheen on the reverse. Very perfumed, and one of the recommended new reds. **\$1.00 each, 3 for \$2.50.**

McGREDY'S SALMON—Plant Pat. No. 410. The delightfully fragrant flowers are a beautiful shade of apricot-pink and are produced bountifully on a sturdy, vigorous bushy plant. Full dark green foliage. A distinct addition to the McGredy group of garden Roses. **\$1.50 each, 3 for \$3.75.**

McGREDY'S SUNSET—Plant Pat. No. 317. The outside of the petals is a clear buttercup yellow, tipped orange, and the inside is chrome yellow flushed with scarlet as it opens. This rose is at its best when fully opened. **\$1.25 each, 3 for \$3.15.**

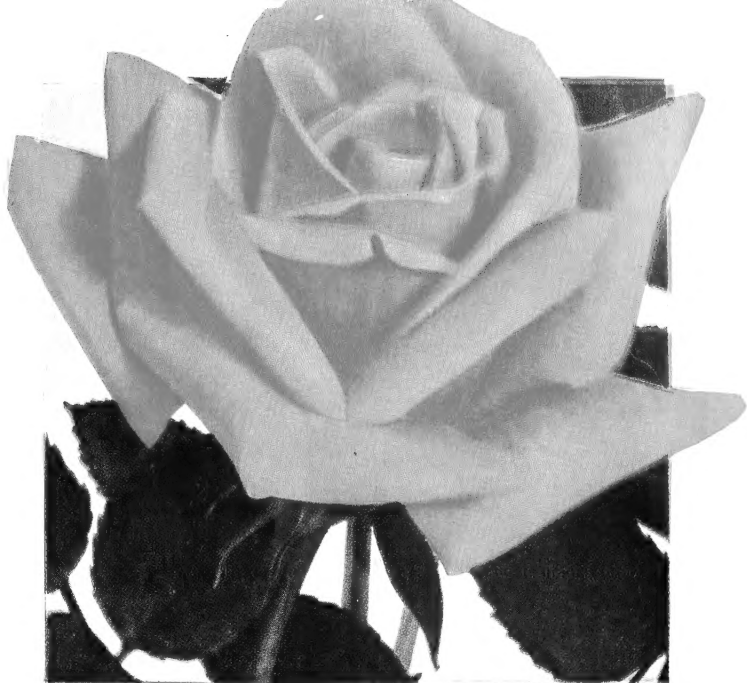
McGREDY'S TRIUMPH—Plant Pat. No. 190. Flowers of geranium-red flushed orange, gradually deepening to rich orange at base. The color-tone is even throughout, reminding one of a brilliant ripe strawberry flushed scarlet and orange. The flowers are very large, full, and of perfect shape. Extraordinary freedom of growth and free flowering. Fine healthy foliage; always in bloom. **\$1.25 each, 3 for \$3.15.**

MME. CHAS. MALLERIN—Plant Pat. No. 409. Four-inch flowers of flaming orange with a light flush of scarlet. Holds its color better than most of the high-colored varieties and the bushy plants really do bloom. **\$1.50 each, 3 for \$3.75.**

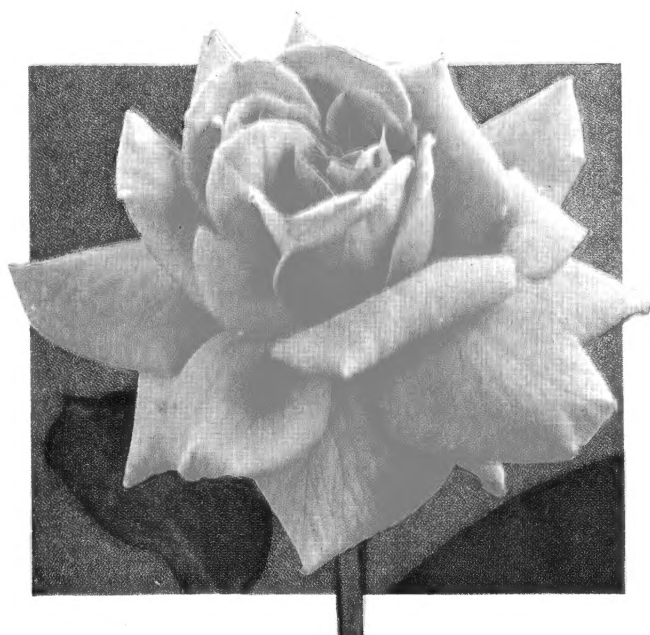
MME. COCHET-COCHET—Plant Pat. No. 129. Coppery-pink. The long, pointed buds of coppery pink open to large semi-double artistic flowers that simply glow with a mass of golden anthers that reflect a golden shade on the inside petals, the whole effect being a coppery pink. **\$1.00 each, 3 for \$2.50.**

MME. HENRI GUILLOT—Plant Pat. No. 357. This rose is enchanting in its loveliness. Beautiful urn-shaped buds, delightful watermelon-pink in color, with glistening waxy foliage, makes this one of the loveliest roses in existence. **\$1.25 each, 3 for \$3.15.**

NARZISSE—Maize yellow. Those who grow this Rose will find it the most superb maize-yellow variety that has appeared for many years. The Apricot-yellow buds and maize-yellow blooms are exceptionally large and come erect on vigorous plants that are well furnished with large, leathery foliage. A real exhibition rose. **\$1.50 each, 3 for \$3.75.**



MARY MARGARET McBRIDE—\$1.50 Each



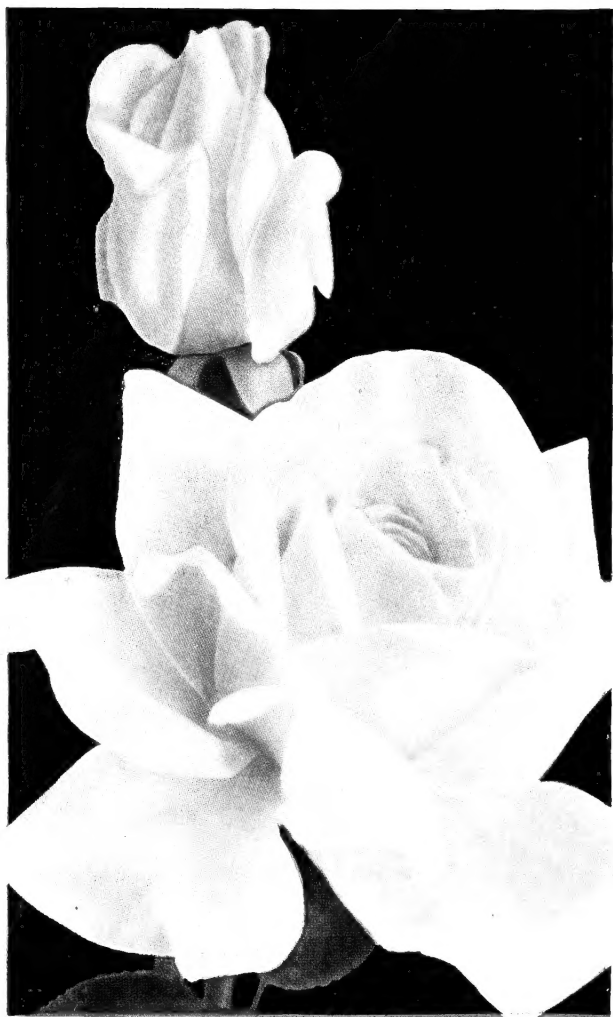
SEQUOIA—\$1.00 Each



R. M. S. QUEEN MARY—\$1.25 Each



SIGNORA—\$1.25 Each



COPYRIGHT

REX ANDERSON—\$1.50 Each
(Plant Patent No. 335)

NEVILLE CHAMBERLAIN—Plant Pat. No. 428. The graceful slender buds are one of the most appealing characteristics of this exquisite new Rose from Belgium. Instant popularity was won because of its vigorous growth and exquisite, long-stemmed flowers. Buds are high-centered, burnt-orange in color, and open to exquisite blooms of salmon, overlaid rich bronze with a touch of orange at the base. **\$1.25 each, 3 for \$3.15.**

NIGHT—One of the darkest of all roses, deep crimson, shaded black and maroon. The buds and flowers are well shaped, quite double, and have a spicy clove and cinnamon fragrance. **\$1.00 each, 3 for \$2.50.**

PAN AMERICA—Plant Pat. No. 437. Reddish-orange buds unfold to show deep orange inside, and these bright hues diffuse into beautiful tawny yellow with outside of petals darker gold. Buds are long-ovoid, very effective. **\$1.50 each, 4 for \$3.75.**

PATRICK ANDERSON—Plant Pat. No. 411. The buds are perfectly formed, freely borne, high-centered, opening gracefully, rich and beautiful. Unfolding, there is a lovely glow from the warm begonia-rose on inside of petals and deeper reddish rose on outside of petals. Foliage bronzy green, reddish green stems, few thorns. A sturdy plant, vigorous, upright and prolific. **\$1.25 each, 3 for \$3.15.**

PEARL S. BUCK—Plant Pat. No. 423. The pointed orange buds are freely produced on a vigorous growing bush, amply supplied with dark green foliage. Stems are long and excellent for cutting. As the bud opens, it lightens to a deep yellow with tinges of apricot. Delightful fragrance. **\$1.50 each, 3 for \$3.75.**

POINSETTIA—An exquisite flower of "poinsettia" scarlet. The buds are ideal in form, long and pointed, opening to glowing blooms of brilliant scarlet quite different from any other red rose. **\$1.00 each, 3 for \$2.50.**

RAMON BACH—Plant Pat. No. 366. Apricot-buff. The vigorous, healthy plants produce their immense apricot-buff blooms singly on erect, wiry stems, each flower a prize by itself. **\$1.00 each, 3 for \$2.50.**

REX ANDERSON—Plant Pat. No. 335. Handsome buds and flowers of great size. Cream turning pure white with age. Good form of the usual McGredy standard. Blooms are several on each stem and come in rapid succession. The plant is very vigorous, with handsome, dark green foliage. **\$1.50 each, 3 for \$3.75.**

ROME GLORY—Plant Pat. No. 304. Crimson-red buds, opening to full well formed, fragrant flowers of cerise-red. A most robust and vigorous plant, producing in quick succession long stemmed roses excellent for cutting. **\$1.50 each, 3 for \$3.75.**



CHARLOTTE ARMSTRONG—\$1.25 Each
(Patent Rights Reserved)

ROSALEEN DUNN—Plant Pat. No. 483. Gorgeous, deep brick-red flower, interestingly shaped. Large and fragrant. Long, strong stems, ideal for cutting. Foliage dark green, disease-resistant. **\$1.50 each, 3 for \$3.75.**

ROSE BAMPTON—Plant Pat. No. 425. A Dutch rose bringing a new shade of red, outstanding in its brilliance. The Ophelia-shaped bud starts with carmine and as its petals unfold, develops into brilliant China-red. The Rose is very double and slow in opening, and as it opens the petals reflex and fold like a camelia, retaining at all times the bright red color. A strong, healthy plant with beautiful rich dark green foliage. **\$1.50 each, 3 for \$3.75.**

R. M. S. QUEEN MARY—Plant Pat. No. 249. A glorious combination of vivid shades, blending rich glowing salmon with exquisite pure pink with an orange base. The roses are full and freely produced on strong vigorous plants. Deliciously perfumed. **\$1.25 each, 3 for \$3.15.**

SATURNIA—Plant Pat. No. 349. Flowers brilliant cardinal-red, reverse salmon-yellow and copper. Awarded gold medal given by Governor of Rome for best new Italian rose, Colle Oppio Rose Garden, Rome. **\$1.00 each, 3 for \$2.50.**

SANTA ANITA—Plant Pat. No. 539. The deep pink blooms are near perfection in form, and the spreading plants really bloom recklessly all during the hot weather. **\$1.00 each, 3 for \$2.50.**

PRIZE WINNER COLLECTION

(4 Roses illustrated)

Value

1 Rex Anderson	\$1.50
1 Charlotte Armstrong	1.25
1 McGredy's Sunset	1.25
1 Heart's Desire	1.50

Regular Value

\$5.50

SPECIAL for..... \$4.60



McGREDY'S SUNSET—\$1.25 Each
(Plant Patent No. 317)

SEQUOIA—A vigorous upright growing rose of the type of Heinrich Wendland. The flowers are produced singly on strong wiry stems. The color is a luscious light pumpkin-flesh, suffused apricot and shading lighter at the petal edges. **\$1.00 each, 3 for \$2.50.**

SIGNORA—Plant Pat. No. 201. Long bud of warm burnt sienna, opening to a lighter hue toward mandarine. Tall growing plant with every bloom on a stiff long stem. A perfect cutting rose. **\$1.25 each, 3 for \$3.15.**

SPUN GOLD—Plant Pat. No. 495. Buds are pure limpid gold, ovoid in form, retaining its high center, perfect form, and exceptional coloring until full blown. Foliage ample; glossy; deep red when new, changing to rich green. **\$1.50 each, 3 for \$3.75.**

STERLING—Plant Pat. No. 21. Long pointed buds of striking pink opening to well formed flowers with gold at the base of the petals. Very fragrant, does not turn blue when old. A strong vigorous plant bearing perfect cutting flowers. **\$1.25 each, 3 for \$3.15.**

SWEET SUE—The beautiful long pointed buds, varying from flame to scarlet, open to a beautiful deep rose-pink flower centered with wine-colored stamens. Intensely sweet fragrance. Plants are upright with attractive disease-resistant foliage. **\$1.00 each, 3 for \$2.50.**

TEXAS CENTENNIAL—Plant Pat. No. 162. A cerise-red sport of the well-known Pres. Hoover, with all its wonderful plant qualities. Excellent for cutting. **\$1.00 each, 3 for \$2.50.**

THE CHIEF—Plant Pat. No. 456. The color of the bud varies with the weather from deep rose to flame, opening to a magnificently full flower of flame, coral and copper, changing to a beautiful shade of orange-pink as the flowers age. The blooms are borne singly on exceedingly long stems with plenty of thick, heavy, lasting petals. Rich fruity fragrance. A spreading vigorous plant remarkably resistant to mildew. **\$1.00 each, 3 for \$2.50.**

THE DOCTOR—Long pointed buds of exquisite silvery pink, open to enormous blooms of the same uniform color, with a fragrance so intense that it can be detected many yards away. **\$1.00 each, 3 for \$2.50.**

WILL ROGERS—Plant Pat. No. 256. A black velvety crimson-maroon which holds its color until the last petal falls. Strong vigorous grower. Intensely fragrant. **\$1.00 each, 3 for \$2.50.**



HEARTS DESIRE—\$1.50 Each
(Plant Patent No. 501. See Page 4)



MRS. SAM McGREDY

CHRISTOPHER STONE

SISTER
THERESE

PINK
DAWN

McGREDY'S
IVORY

DUQUESA
de
PENARANDA

VICTORY

Dozen

Two-year, No. 1 Grade

\$7.50

Postpaid



Your Choice of Any

6 Roses for \$4.00

Postpaid

N. VAN HEVELINGEN
Grower of
THE WORLD'S FINEST ROSES

HEINRICH
WENDLAND



GOLDEN
DAWN

ETOILE de
HOLLAND

EDITOR
McFARLAND

CONDESSA
de
SASTAGO

OREGON GROWN ROSES--*General List*

POSTAGE PREPAID PRICES . . . 75c each, 3 for \$2.00; \$7.50 per dozen.



GENERAL McARTHUR—75c Each

AMI QUINARD—A vigorous profuse-blooming plant, with long pointed blackish-garnet buds, opening to loose, semi-double blooms which are so dark they seem almost black.

AUTUMN—The flowers are an unusual combination of deep burnt orange and pink, streaked with red. A strong upright grower with thick dark green glossy foliage.

BETTY UPRICHARD—Large, fragrant flowers of delicate salmon-pink, with reverse of petals carmine with a coppery sheen. A profuse bloomer on a tall upright plant.

CALEDONIA—A white rose with exceptionally long, pointed buds opening to very double high-centered pure white flowers. Moderately fragrant.

CHRISTOPHER STONE—A scarlet-crimson rose, sensational for its form, color, fragrance, and freedom of bloom. The lovely pointed buds come singly on erect firm stems and open to vivid scarlet blooms with large heavy-textured petals which, in the fall, are veiled with a dusky nap of blackish crimson. Plants vigorous; foliage olive-green, and disease-resistant.

CONDESA DE SASTAGO—This rose simply stormed its way to the top with its rich unusual colors, delightful fragrance, and free bloom on plants of unusual vigor. The flowers are coppery-red inside, reverse of petals pure gold. Dark glossy foliage.

CYNTHIA—Buds are long, pointed and open to fully double flowers of rich coppery rose. An excellent cutting rose as well as effective for garden color. Tall upright grower.

DAINTY BESS—Slender salmon-rose buds opening to single medium sized flowers with crinkled and wavy petals of soft rose-pink. The brilliant crimson stamens make a very pleasing contrast.

DUQUESA DE PENARANDA—A beautiful rose with a coloring of orange-apricot backed with deeper coppery tones. A strong upright grower with plenty of clean bright foliage.

EDITH NELLIE PERKINS—Long pointed buds of oriental-red, shaded cerise-orange, opening to double lasting blooms which are salmon-pink inside and cerise-orange on the outside of the petals. A real favorite with all gardeners.

EDITOR McFARLAND—This rose is becoming increasingly popular each year. A strong upright grower and a continuous bloomer with long pointed pink buds with a glow of amber and a paler edge. One of the best pinks.

E. G. HILL—A great red rose. Massive blooms of deep crimson and scarlet, velvety on inside. Splendid for cutting. Unusually healthy foliage. A good grower.

ETOILE DE HOLLAND—The most popular red garden rose. Brilliant red blooms with beautiful oval buds. In the fall the blooms have a dark velvety sheen, making them almost blackish-red. Thrives everywhere and produces a fine lot of blooms throughout the season.

FEU JOSEPH LOOYMANS—Long beautifully formed buds of apricot, opening to large cupped flowers of golden buff. A good bloomer and an excellent rose which deserves a place in your garden.

FRAU KARL DRUSCHKI—The old favorite white. Large double white, outer petals occasionally tinged with pink. Particularly recommended for cold climates.

GENERAL McARTHUR—Wonderful scarlet-crimson blooms on a strong erect plant. Highly perfumed, and a profuse bloomer.



MRS. P. S. DuPONT—75c Each

GOLDEN DAWN—Buds of rich straw yellow, splashed with crimson, opening to beautiful flowers of sunflower yellow, passing to lemon with age. Strong, vigorous and free-flowering with glossy olive-green disease-resistant foliage.

GOLDEN RAPTURE—A splendid yellow rose of upright growth. The pure yellow buds are of ideal form. A splendid variety for cutting and for bedding.

GRUSS AN TEPLITZ—The popular choice for cold climates. A strong growing plant with intense rich scarlet blooms, shading to velvety crimson. Always in bloom.

GRENOBLE—Becoming deservedly popular because of its profusion of long-stemmed beautifully shaped blooms of scarlet-crimson.

HADLEY—A vigorous grower producing quantities of large flowers of an intense rich dazzling crimson-scarlet, shading to velvety crimson. Very fragrant.

HEINRICH WENDLAND—A truly wonderful rose here on the Pacific Coast. A strong upright plant, with dark green lustrous foliage, producing continuously beautiful roses of vivid nasturtium red on the inside of the petals, and golden yellow on the reverse. Fragrant and unfading.

HINRICH GAEDE—The most spectacular rose in the garden. Long pointed buds of nasturtium red, opening to double flowers of orange-yellow, flushed red. Dark, glossy foliage.

HOOSIER BEAUTY—An old-time favorite that is still sharing honors with some of the newer varieties. Long slender buds of dark red, opening to double blooms of almost perfect form, velvety red in color.

IMPERIAL POTENTATE—Glistening rose-carmine buds which open to full double flowers of shining rose-pink, produced on a strong growing plant, with fine foliage.

INNOCENCE—Well named for its pure beauty. Two rows of immense white petals surround the soft rose-shaded stamens. The delicate charm of this variety gives it great distinction.



THE DOCTOR—\$1.00 Each



CYNTHIA—75c Each

IRISH FIREFLAME—Pointed buds of deep rich orange, splashed with crimson, opening to single flowers which are very attractive. A vigorous tall growing plant.

JOANNA HILL—The orange-yellow buds open to perfectly formed flowers of apricot, shading to cream-yellow at the outer edges of the petals. An excellent grower, with good foliage, and one of the finest yellow cutting roses.

K. A. VICTORIA—A favorite old white rose with shapely pointed buds, developing into double fragrant flowers of ivory-white.

LADY FORTEVIOT—Golden yellow flowers, changing to deep apricot. A vigorous bushy grower with glossy, bronzy green foliage.

LESLIE DUDLEY—Buds of shapely slenderness opening to flowers of perfect form. Color is a blend of coral-pink, yellow and salmon. A real find for those who want roses for cutting.

LOS ANGELES—Luminous flame-pink, toned with coral and shaded gold at the base of the petals. Another favorite.

LULU—The perfect boutonniere rose—always in demand for its beautiful lasting buds. The color is coral-apricot, and there is not a rose more exquisitely formed in the bud stage than Lulu. A "must have" for your garden.

MARGARET McGREDY—Orange-scarlet flowers, passing to carmine as the flower ages. A strong sturdy grower with plenty of dark green disease-resistant foliage. Always in bloom.

MAX KRAUSE—The long pointed bud is a reddish orange, opening to a large double flower of golden yellow with good substance.

McGREDY'S IVORY—Extremely long buds of ivory-white opening to perfect double flowers. Vigorous grower, with glossy dark green foliage. Good in all climates.

McGREDY'S YELLOW—Large buttercup-yellow buds of good form opening to fairly double blooms of clear light yellow. We like this rose for its clean clear color and dark healthy foliage.



GOLDEN RAPTURE—75c Each

MEV. G. A. VAN ROSSEM—Thick petaled, large orange-yellow flowers, heavily veined and suffused with red. A strong handsome bush that blooms very freely throughout the summer.

MME. EDOUARD HERRIOT—Coral-red buds opening to coral flowers shaded with yellow and rosy scarlet, passing to salmon-pink. One of the earliest to bloom in the spring.

MME. JOSEPH PERRAUD—Baggabelle Gold Medal winner. Long slender buds of nasturtium-orange opening into fragrant blooms of nasturtium-buff, tipped shell pink at the petal edge.

MRS. E. P. THOM—The best bedding rose we have today. Perfectly formed buds of a deep rich lemon yellow, coming in quick profusion. Foliage dark bronzy green.

MRS. PIERRE S. DUPONT—Medium-sized, long-pointed buds of reddish gold, opening to semi-double flowers of rich golden yellow. Continuous bloomer. Fine dark green foliage.

MRS. SAM MCGREDY—A beautiful coppery-scarlet-orange, heavily flushed with Lincoln red on the outside of the petals. The flowers are of medium size and are freely produced and delicately perfumed.

PICTURE—A rose of medium size but exquisite form. Every bloom is a "picture". The color is a rich pink with warm undertones of salmon which make the color cheerful and glowing. The plant is strong and vigorous and produces one continuous burst of bloom after another all through the season.

PINK DAWN—Long, well-shaped buds opening to full centered flowers of deep rose-pink with a bronze and gold base. A strong upright grower, and an excellent cutting rose.

PINK RADIANCE—The carmine-pink which is so popular in the East, Middle-west and South. A vigorous grower.

PRES. HERBERT HOOVER—Cerise-pink, flame, scarlet, and yellow, blending into a most dazzling color effect, fading creamy-yellow and pink with age.

RAPTURE—A dark pink sport of Mme. Butterfly. Continuous bloomer producing perfectly formed flowers all season. An excellent plant with good foliage, and a fine rose for cutting.

RED RADIANCE—A sport of Radiance, producing bright cerise blooms on a strong vigorous plant.

SISTER THERESE—Buds are borne on extra long stiff stems. The flowers are golden yellow, sometimes streaked with red on the outer petals. A strong upright grower.

SIR HENRY SEGRAVE—Large, long, well-shaped buds and very high-centered flowers of a deep lemon yellow with deeper shadings at the base of the petals.

SOUTHPORT—One of the finest red roses introduced in recent years. Color is bright red, with a hint of gold at the heart of the bloom. Pleasing though not strong perfume. The plant is a vigorous grower and is continuously in bloom.

TALISMAN—A mixture of rose-red, orange and yellow, this rose has probably won more friends than any other rose. A fine cutting rose and continuous bloomer.

VATERLAND—A strong growing rose which is much larger and of a darker color than the Hadley. Flowers very double.

VICTORIA HARRINGTON—Pointed buds of blackish red, open into high-centered, dark red flowers. In the open blossoms the petals curl back, giving a distinct cactus form unmatched by other roses.

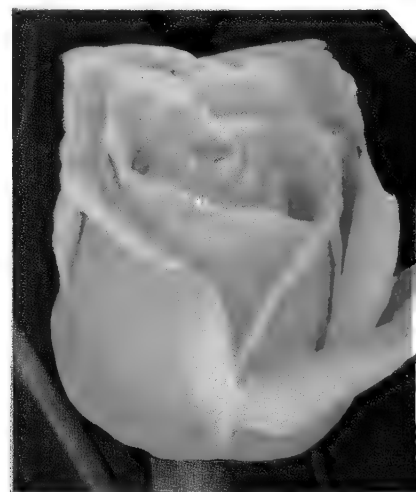
VILLE DE PARIS—One of the finest yellow roses. A clear double yellow without any other shadings. Fine glossy bronzy-green foliage that adds distinction to this rose.



PICTURE—75c Each



McGREDY'S YELLOW—75c Each



PINK DAWN—75c Each

FLORIBUNDA ROSES

This group of roses is noted for its bushy habit of growth, permanence and continuity of bloom. Especially effective in mass plantings—should be planted 14 inches apart. In bloom from early spring until late frost.

PRICES AS LISTED — POSTPAID

ANNE POULSEN—Plant Pat. No. 182. Large semi-single blooms of brilliant scarlet, overcast crimson, in clusters. Heavy foliage. **85c each, 3 for \$2.15.**

BETTY PRIOR—Plant Pat. No. 340. In the early spring, the single blooms resemble the flowers of a red-flowering dogwood tree, and are produced in great clusters. Blooms continuously throughout the season, opening a lively red color, and turning to delicate shell-pink as the flower ages. **\$1.00 each, 3 for \$2.50.**

HOLSTEIN—Plant Pat. No. 395. Flowers about four inches across of a striking brilliant red. Prolific and highly desirable in borders and accent plantings. **\$1.00 each, 3 for \$2.50.**

KAREN POULSEN—A very brilliant unfading scarlet. Large, single flowers borne in clusters on strong upright growth. A very showy variety. **75c each, 3 for \$2.00.**

MME. CECIL BRUNNER—The famous little "Sweetheart Rose". Small perfect buds of seashell pink. The plant is a small wiry grower. **75c each, 3 for \$2.00.**

MRS. R. M. FINCH—A beautiful "Sweetheart" type rose, with flowers varying from rose-pink to light pink. A strong grower with good foliage. Always in bloom. **75c each, 3 for \$2.00.**

SMILES—Plant Pat. No. 331. Brilliant salmon-pink flowers, semi-double, 3 inches across, in great masses all the time and of great duration in all weathers. Medium growing plants with handsome foliage. **\$1.00 each, 3 for \$2.00.**

SNOWBANK—Plant Pat. No. 279. Large-flowering, low-growing plants. Buds are buff-orange, opening to semi-single, blush-white flowers and turning pure white with age, borne in large panicles. **\$1.00 each, 3 for \$2.00.**

SPRINGTIME—Plant Pat. No. 268. A mass of color from spring to the advent of winter frosts, the flower clusters of sparkling light rose-pink just over-topping a mound of healthy bright green foliage. **85c each, 3 for \$2.15.**

WORLD'S FAIR—Plant Pat. No. 362. The rose sensation of the great New York World's Fair, and named after that event. Large clusters of velvety, rich scarlet flowers almost hide the luxuriant foliage. The flowers are double hybrid-tea-size flowers, and have an alluring fragrance. **\$1.00 each, 3 for \$2.50.**



ROSE ELFE—\$1.00 Each

ROSE ELFE—A very double form of Else Poulsen, silvery rose-pink in color. Gardenia-like flowers are about 2½ inches across, extremely double, coming freely all summer. **\$1.00 each, 3 for \$2.50.**



PRESIDENT HOOVER

TREE ROSES

Tree Roses produce superior blooms and are effective when used in the rose beds as accent to your rose garden and along walks and drives. Our Tree Roses are budded on straight, sturdy 3½ ft. stems, and have well-balanced No. 1 grade heads.

\$3.50 each, 4 for \$13.00—Shipped Express Collect.

Available in the following varieties:

CRIMSON GLORY—Plant Pat. No. 105. Superb blooms of dark velvety crimson.

ETOILE DE HOLLAND—Beautiful double scarlet-crimson.

HINRICH GAEDE—Nasturtium red to orange-yellow.

MARGARET McGREDY—Orange-scarlet to carmine.

McGREDY'S IVORY—Best double ivory-white.

MRS. FIERRE S. DuPONT—Reddish gold to golden yellow.

PINK DAWN—Rose-pink, with gold base.

PINK RADIANCE—Hardy carmine-pink.

PRES. HOOVER—Cerise-pink, flame, and yellow.

TALISMAN—Rose-red, gold on reverse of petals.



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BLAZE (CLIMBER)—\$1.25 Each
(Plant Patent No. 10)

CLIMBER AND RAMBLER ROSES

Finest Quality — Two-year No. 1 Grade.

PRICES AS LISTED — POSTPAID

BLAZE—Plant Pat. No. 10. Everblooming scarlet climber. \$1.25 each, 3 for \$3.15.

CLI. DAINTY BESS—Very new is the climbing form of this beautiful single variety. Petals of pale pink open wide to display a contrasting center of tall red stamens. Everblooming. 75c each, 3 for \$2.00.

CLI. ETOILE DE HOLLANDE—A good strong grower with plentiful foliage, producing brilliant dark red blooms with oval buds. Everblooming, and a favored red climber. 75c each, 3 for \$2.00.

CLI. MME. EDOUARD HERRIOT—Large everblooming flowers of deep coral-rose. Earliest to bloom in the spring, and a lovely sight to see. 75c each, 3 for \$2.00.

CLI. MME. CECIL BRUNNER—The climbing form of the well-known "Sweetheart Rose". Small perfect buds of seashell pink. 75c each, 3 for \$2.00.

CLI. NIGHT—Plant Pat. No. 439. The large dark red to blackish maroon flowers with their abundance of fragrance make this strong climber one of the finest in its class. A vigorous grower. \$1.25 each, 3 for \$3.15.

CLI. MRS. E. P. THOM—Everblooming double flowers of pure unfading yellow with rich dark green foliage. A sport of the popular bush form, producing quantities of perfect flowers. 75c each, 3 for \$2.00.

CLI. HOOSIER BEAUTY—Everblooming double flowers of dark velvety red. Long slender buds. 75c each, 3 for \$2.00.

CLI. RED TALISMAN—The climbing sport of the bush variety, with all its fine qualities. Bud maroon-red, opening to well formed flowers of blood-red. \$1.00 each, 3 for \$2.50.

CLI. TALISMAN—This rose needs no introduction. Sufficient to say it is the climbing version of the popular bush variety, with perfect blossoms of rose-red with gold reverse. 75c each, 3 for \$2.00.

DR. J. H. NICOLAS—Plant Pat. No. 457. Immense fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, with 50 fine-textured petals. Immediately after the first flowers fade, the new shoots appear and a galaxy of bloom repeats again and again. An ideal pillar rose that is hardy, long lasting, and fragrant. \$1.50 each, 3 for \$3.75.

DOUBLOONS—Plant Pat. No. 152. A hardy and vigorous climber, the large golden yellow blooms, fairly double, literally cover the plant for a long period, with an inclination to repeat in midsummer. Perfumed. \$1.25 each, 3 for \$3.15.

FLASH—Plant Pat. No. 396. A luminous orange-scarlet with the backs of the petals yellow, suffused with scarlet; center gleaming yellow and filled with golden anthers. Buds yellow, with scarlet suffusion. AARS winner. \$1.00 each, 3 for \$2.50.

GOLDEN CLIMBER—Plant Pat. No. 28. Buds flecked with orange-scarlet, opening to double yellow Hybrid Tea flowers on long stems. \$1.50 each, 3 for \$3.75.

JUNE MORN—Plant Pat. No. 375. This brilliantly colored new pillar rose blooms profusely in June, the large fully double flowers of red and gold coming in many-flowered clusters. In favorable seasons it is reported to bloom again in the fall. \$1.50 each, 3 for \$3.75.

KING MIDAS—Plant Pat. No. 586. Deep gold flowers which are high-centered, tight buds and lovely large full flowers in clusters of four to six on a stem. Long-lasting, excellent for cutting. Plant vigorous in growth and richly clothed from the ground up with dark green leathery foliage. \$1.50 each, 3 for \$3.75.

PAUL'S SCARLET CLIMBER—A profuse spring bloomer, and probably the most popular red climber grown. 75c each, 3 for \$2.00.

PRIMROSE—Mid-season. The rosette-shaped, primrose-yellow blooms hold their color better than others of this type, and pleasingly cover the plant for four weeks in the spring. Its remarkable frost hardiness commends this rose. 75c each, 3 for \$2.00.

REVEIL DIJONNAIS—Buds golden yellow, striped carmine, opening to a semi-double flower of coppery red with large yellow center. Attractive foliage. A fine pillar rose. 75c each, 3 for \$2.00.

RUTH ALEXANDER—Plant Pat. No. 178. Long pointed buds of cadmium orange, topped with peach red. The sepals hold tightly to the petals, which adds greatly to its beauty. The open flower is soft orange, with brick-red stamens. \$1.25 each, 3 for \$3.15.

SILVER MOON—An appropriately named rose, producing one large crop of slightly fragrant, creamy white to pure white blooms of large size. 75c each, 3 for \$2.00.



CLIMBER DOUBLOONS
\$1.25 Each

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PLANT PATENT
NO. 152

PORTLAND, OREGON

Via _____

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ADDRESS _____

N. VAN HEVELINGEN

Grower of the World's Finest Roses

3870 N. E. Glisan Street

PORTLAND, OREGON

FOLD ON THIS LINE

This order blank is a self-contained mailing envelope. Fold along ruled lines and seal by moistening glued edge. Be sure your name and complete address are plainly written or printed on the other side of this blank.

BEAUTIFY YOUR GARDEN WITH THE *World's Finest* ROSES

OREGON-GROWN; NON-IRRIGATED

Our roses are grown at our 180-acre nursery on the Columbia River Highway, three miles east of the Portland city limits. Visitors are always welcome to go through our nursery and see the roses in bloom from June 15th to October 1st.

We have been growing quality roses for over 20 years, and our plants are all good, healthy, field-grown plants, budded on the best root stock, and each bush is labeled true-to-name. The greatest care is exercised in digging, packing, and shipping so that you will receive the plants in first-class condition.

WHEN ORDERING BY MAIL READ CAREFULLY

GUARANTEE — Every bush is guaranteed to be true-to-name, carefully selected and packed to arrive in good condition. If found otherwise, please return immediately at our expense and a new shipment will be sent you. The greatest precaution is exercised to keep all varieties true-to-name, and we do not substitute unless authorized to do so, and then under true labels only. Any plants proving otherwise will be replaced free of charge, but it is mutually agreed and understood that we will not be held liable for any amount greater than the purchase price.

Plants shipped by Parcel Post or Express should arrive in perfect condition. On opening package, if roots should be found to be dry, soak in water for 24 hours, or bury entire plant in wet soil for two or three days.

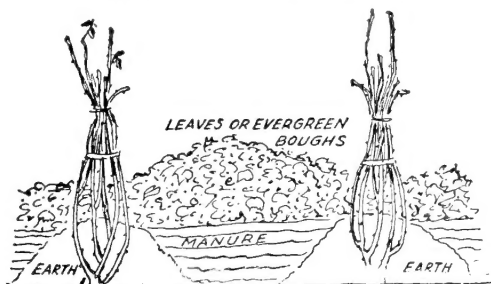
Special Discounts: A discount of 10% is offered on orders of fifty roses or more; 15% discount on orders of 100 or more; patented varieties excepted.

Terms: No C. O. D. shipments. Please send check or money order.

SHIPPING SEASON

Dormant Plants are shipped between the dates of **October 20th and April 20th**. Please indicate on your order the date you desire shipment made.

WINTER PROTECTION



In cold climates Roses need some extra protection over the winter. The earth should be mounded up around each plant just before the ground freezes. The intervening spaces can be filled with stable manure if it is available. After the ground freezes an additional covering of leaves and evergreen boughs prevent exposure to wind and sun.

HOW TO PLANT ROSES

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds, remove one spade-depth of soil and pile it on one side. This is "topsoil". Then remove a second spade-depth and pile it on the other side. This is "subsoil", to be taken away. This makes a trench 18 inches deep. Rose roots seldom go deeper. Loosen the bottom of the trench with a spading fork. Refill the trench with the topsoil, mixing it with a liberal amount of well-rotted manure, then finish the bed with good garden soil.

When planting roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots naturally and without crowding. Work very fine soil between the roots, and refill the hole a little at a time, always packing the soil hard on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. Prune the tops of the plants at about 6 to 8 inches above soil-level. This is very important if you desire to have a low compact bush that will produce large flowers.

CULTURAL HINTS

WATERING. Roses like plenty of water. Flood the beds once a week by placing the hose on the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

SPENT BLOOMS should be removed, cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next crop of blooms will spring from these eyes.

FERTILIZERS. In the early spring, mulch rose beds with either old cow manure, peat moss, or lawn clippings. Feed each plant a half teacup full of well-balanced commercial fertilizer every two months during the growing season.

CULTIVATE frequently around the roses. Do not allow the soil to bake and become hard at any time. Remember the roots breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

FOLIAGE TROUBLE is caused by atmospheric conditions, some years being more favorable than others, and an occasional dusting with a mixture of nine parts of dusting sulphur to one part of arsenate of lead will act as a preventative. For aphids, a spraying with nicotine or pyrethrum, following instructions on the bottle, will control these.



ROSE, PEARL S. BUCK—\$1.50 Each
(Plant Patent No. 423, Copyright J&P Co.) (See Page 6)

N. VAN HEVELINGEN

Grower of the World's Finest Roses!

3870 N. E. GLISAN STREET

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PORTLAND 13, OREGON